



IT WOULD BE UNDERSTANDABLE for a marketing expert who spent two decades consulting for some of the technology industry's biggest brands to retire after he'd had his fill of success. Denham Springs-based real estate agent Keith A. Duncan of Keller Williams enjoyed such a career before deciding to try his hand at a different path. "I retired a few years ago, but as a somewhat younger person, retirement was not good for me," Keith says. So, he chose to learn the trade and dive into real estate. Serving mid- to south Louisiana, Keith brings considerable experience to bear as he incorporates his marketing and technology skills, including social media and SEO, with the wisdom passed on to him by real estate veterans through extensive classes and online webinars.

Since becoming an agent, Keith has represented luxury listings, received training from the National Association of REALTORS® (NAR) to become certified, and launched his own home probate company. Keith's probate team consists of experts in law, estate sale, cleaning, and repairs who assist in the preparation and listing of a departed loved one's home or property. Having gone through the home probate process a few years ago with his own parents, Keith empathizes with clients and wants to make the process as painless as possible.

Unlike non-specialized real estate agents, who don't necessarily have the knowledge to handle the specific ins and outs of the probate process, Keith's team knows its stuff. "My team goes a step above in assisting clients in the process of probate and holding their hand throughout." Keith has plans to help even more people by adding on additional team members and expanding into other states.

As an agent, Keith stands apart thanks to his communication skills and desire to understand his clients. "I stay in communication," he explains. "Not just in contact, but in communication. I listen to my clients' needs and apply them in my searches and recommendations. I build up a friendship with my clients, which, in turn, helps with referrals." In fact, Keith receives approximately half of his business through referrals. "But, for me, the goal is to make my clients feel I am 100% on their side."

Going hand-in-hand with Keith's desire to create a sense of trust is his personal value of connecting with his clients. "I relate with the clients and their personal situations, whether they're looking for a home with proper schools, or they are looking for retirement homes, or investment properties." In order to give each and every person the focus they deserve, Keith limits his number of clients. "I do not take too many clients on at one time, so that I can give each one individualized, specialized service."

Even as he focuses on quality of relationships over quantity of clients, Keith has been honored with a 2021 Top Agent Award for fastest-growing agent in his region. "I was very thankful," he says. "I worked hard building up my business, connecting with clients and taking care of them." Keith especially appreciates the chance to represent his clients at the negotiation table. "I enjoy



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"From a personal point of view, I am most proud of receiving my certification in social assistance for suicide victims and their families." Keith is also involved in fundraising and financial assistance for the Shriners Hospital for Children, which provides care at no cost for patients.

At home, Keith is joyfully involved with his family, including his daughter and grandson. "I have a grandson who is named after me and I am enjoying the opportunity to help raise him into a good, strong-valued person." One of Keith's own lasting values that he is sure to pass on to his grandson is persistence. "The best piece of career advice I ever received was from a college professor, when I was starting my first venture. He told me to persevere. That has been my motto ever since."

KEITH A. DUNCAN

KELLER WILLIAMS | DENHAM SPRINGS, LA

225.362.0671 | KADUNCAN@GMAIL.COM | WWW.KADUNCAN.COM